

Fiscal Impact Statement Prepared By New York City Mayor's Office of Management and Budget



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Disclaimer: This fiscal impact statement is a preliminary estimate and subject to change based upon further data analysis or changes in bill text. This legislation is summarized as understood by the administration as of the date this statement was prepared and does not include or consider subsequent text changes. This fiscal impact statement is not legally binding on the administration. "Total" columns represent the respective sum over a four-year period; note that fiscal impacts continue after year four. Unless otherwise stated, information used in the preparation of this Fiscal Impact Statement is sourced from the agencies impacted and the NYC Mayor's Office of Management and Budget.

Proposed Intro No. / Title: *T2025-4108 / Education campaign for the public and for non-obstetric healthcare providers on healthy living during and after pregnancy and managing chronic diseases during and after pregnancy*

Sponsors: Ayala

Committee: Women and Gender Equity

Summary of Legislation: This legislation requires the Department of Health and Mental Hygiene (DOHMH), in partnership with professional organizations, to develop and implement a campaign to educate the public about healthy living during and after pregnancy, as well as on managing chronic diseases during and after pregnancy. DOHMH must also conduct a campaign educating non-obstetric healthcare providers about the best practices for advising patients on these topics. Materials developed for the campaigns shall be made available to the public and providers and shall be posted online.

Effective Date: 180 days after enactment

First Fiscal Year Legislation Takes Effect: Fiscal Year 2026

First Fiscal Year with Full Impact: Fiscal Year 2026

Agencies Impacted: Department of Health and Mental Hygiene

Fiscal Impact Analysis

A. Total Impact (Expense and Revenue)

	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Total
Expense	(\$40,000)	(\$40,000)	(\$40,000)	(\$40,000)	(\$160,000)
Revenue	0	0	0	0	0
Total	(\$40,000)	(\$40,000)	(\$40,000)	(\$40,000)	(\$160,000)

Date Prepared:

September 15, 2025

B. Expense

	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Total
Expenditures	(\$40,000)	(\$40,000)	(\$40,000)	(\$40,000)	(\$160,000)

Impact on Expenditures (Expense):

It is anticipated that DOHMH would require \$40,000 in annual Other Than Personal Service (OTPS) resources for printing, translation, and mailing related to the campaigns.

C. Revenue

	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Total
Revenue	0	0	0	0	0

Impact on Revenue:

There is no anticipated impact on revenue.

D. Capital

	Fiscal Year 1	Fiscal Year 2	Fiscal Year 3	Fiscal Year 4	Total
Expenditures	0	0	0	0	0

Impact on Expenditures (Capital):

There is no anticipated impact on capital expenditures.